

Press Release

HARFORD COUNTY GOVERNMENT Office of Economic Development



PUBLIC SAFETY
"Ensuring a Safe
Harford"

EDUCATION
"Preparing Now,
Building for the Future"

EFFICIENCY IN
GOVERNMENT
"Governing Smarter"

ECONOMIC
OPPORTUNITY
"Growing and Sustaining
Harford's Prosperity"

ENVIRONMENTAL
STEWARDSHIP
"Protecting Our
Environment"

QUALITY LIVING
"Safeguarding What is
Important to Harford
County Citizens"

FOR IMMEDIATE RELEASE: November 13, 2013

Media Contact: Sherrie Johnson (410) 638-3258 (office) 443-752-3210 (cell)

Office of Economic Development Wins Tourism Award *Wini Roche Named MD Tourism Person of the Year for 2013*

(Bel Air, MD) - - Harford County Tourism & Marketing Manager Wini Roche was selected as the Maryland Tourism Council's (MTC) Tourism Person of the Year for 2013 at the Maryland Tourism & Travel Summit award ceremony.

Roche was honored for taking a leadership role in the Maryland Tourism Council's largest legislative event, *Tourism Day in Annapolis*. She brought together over 150 tourism leaders in the state capital. She has served on MTC's board since 2003.

She coordinated and spearheaded a 16-page advocacy publication, *Tourism Works for Maryland*, engaging every major tourism industry association in Maryland. She has over 20 years of experience in Maryland's tourism industry. Her strength is consensus building and strategic alliances.

"Wini is an accomplished and respected professional and her drive and determination benefit the tourism industry in Harford County," said Office of Economic Development Director Jim Richardson.

Her leadership in statewide tourism advocacy has been instrumental in educating legislators on the importance of a strong and vibrant industry through marketing and promotion.

Monica Worrell, former Chair of the Harford County Tourism Advisory Board and Roseanne Souza, Managing Director with the Souza Agency nominated Roche. "Four words describe Wini Roche and that is visionary, professional, creative and charismatic. She is refreshing and energetic. She brings so much to the tourism industry," said Souza.

Roche received the award Saturday, November 9 during the Maryland Tourism & Travel Summit at the Hotel at Arundel Preserve in Hanover, Maryland.

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"Preserving Harford's past. Promoting Harford's future."